

FOR IMMEDIATE RELEASE:  
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## **DUNHAM'S SPORTS LAUNCHES 'PICK YOUR OWN ADVENTURE II' SWEEPSTAKES!**

**Waterford, MI** - Dunham's Sports, one of the nations largest retail sporting goods chains, is launching its second *'Pick Your Own Adventure II' Sweepstakes*.

While launching the sweepstakes, Dunham's Sports Director of Digital Marketing, David Feld said, "We are excited to again offer this unique sweepstakes to our loyal customers, and can't wait to reward the winner with the prize of a lifetime. Our goal for this sweepstakes is to offer six awesome prize options, so whoever the lucky winner is, it will be a memorable adventure for them".

The *'Pick Your Own Adventure II'* sweepstakes runs October 1, 2013 to December 31, 2013. One entrant, selected at random from all eligible participants, will win his/her choice of one of six great prize offerings listed below. Signing up for the sweepstakes is free and easy, and can be done at <http://www.dunhamsadventure.com>. You can enter once a day during the sweepstakes period, and additional entrants are rewarded by sharing the sweepstakes with friends and family.

a. Sharp Shooter Trip Package: Trip for two (2) to Seven Springs, PA. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Pittsburgh, PA; three (3) nights' accommodations at the Seven Springs Mountain Resort (or a comparable hotel determined by Sponsor in its sole discretion) (single room, double occupancy); daily breakfast at the hotel (menu determined by Sponsor); a \$400 allowance for full-size rental car and parking fees for length of stay; two (2) days of skeet shooting including equipment rental for two (2); and travel agent services.

b. Links Master Trip Package: Trip for two (2) to San Diego, CA. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to San Diego, CA; two (2) nights' accommodations at the Lodge at Torrey Pines (or a comparable hotel determined by Sponsor in its sole discretion) (single room, double occupancy); daily breakfast at the hotel (menu determined by Sponsor); a \$150 allowance for full-size rental car for length of stay; two (2) rounds of golf per person including golf club storage and cleaning at Torrey Pines Golf Course; green fees and golf cart rental; and travel agent services.

c. Ski Bum Trip Package: Trip for two (2) to Lake Tahoe, NV. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Reno, NV; two (2) nights' accommodations at The Inn By the Lake (or a comparable hotel determined by Sponsor in its sole discretion) (single room, double occupancy); a \$150 allowance for full-size rental car for length of stay; two (2) day lift tickets and ski rentals for two (2); and travel agent services.

d. Deep Sea Fishing Trip Package: Trip for two (2) to San Diego, CA. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to San Diego, CA; two (2) nights' accommodations at the Double Tree San Diego (or a comparable hotel determined by Sponsor in its sole discretion) (single room, double occupancy); daily breakfast at the hotel; a \$150 allowance for full-size rental car for length of stay; and a fully guided fishing, including fishing equipment, bait, boat, motor and gas for 9 hours 'Fish Hunter' charter for two (2); and travel agent services.

e. Fun in the Sun Trip Package: Trip for two (2) to St. Thomas in the U.S. Virgin Islands. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to St. Thomas in the U.S. Virgin Islands; two (2) nights' accommodations at The Secret Harbour (or a comparable hotel determined by Sponsor in its sole discretion) (single room, double occupancy); a \$300 allowance for round trip airport transfers or full-size rental car for length of stay; a \$800 allowance for diving and water sports; and travel agent services.

f. Fitness Fanatic Package: A Bowflex home gym system; a Schwinn elliptical machine; a yoga mat; a dumbbell set; and a \$1,500 Visa card for a one (1) year gym membership, personal trainers, and additional home gym accessories. Terms and conditions of gift card apply.

Winner will select his/her one choice from the above prizes (a-f). <http://www.dunhamsadventure.com>

**Sweepstakes Rules:** Dunham's 'Pick Your Own Adventure' Sweepstakes is open to legal residents of the fifty United States and the District of Columbia who are at least eighteen years old at the time of entry. The sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to the Official Rules. The sweepstakes begins on October 1, 2013 at 12:00 a.m. Eastern Standard Time ("EST") and ends on December 31, 2013 at 11:59 p.m. EST.

Enter the sweepstakes: <http://www.dunhamsadventure.com>